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# Piedmont Farm & Food Show

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## FARM WINERY VENDOR APPLICATION

### I. Vendor Information

Farm Winery Name, as you wish it to appear in the Food Show Program:

\_\_\_\_\_

### **Contact Information**

Contact Name: \_\_\_\_\_

Daytime Telephone: (\_\_\_\_) \_\_\_\_\_

Fax Number: (\_\_\_\_) \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Email Address: \_\_\_\_\_

In what County is your farm / food business located?: \_\_\_\_\_

### **Business Description** Type of Business (check all that apply):

Please provide a brief description of your farm winery below. Please include the following information (if applicable):

- *Specialty area*
- *Types of wine produced*
- *Other food or beverage products produced*

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

## II. “Taste of the Piedmont” Farm Winery Showcase

All farm wineries participating in the Piedmont Farm and Food Show will have booth space within the main building at the show site. Farm Wineries who participate in the food show may offer product tasting at their booth, and closed bottle sales only. Farm Winery vendors will be reimbursed a portion of the \$200 booth fee for the amount of wine poured, not to exceed \$165. The Piedmont Farm and Food Show will obtain a one day banquet-special event license from Virginia Alcoholic Beverage Control (VABC). All farm winery vendors are required to obtain a remote retail license from VABC. All wine tasting must take place in the general booth area assigned to each farm winery. The farm winery section will be adjacent to the food sampling area. Farm Winery vendors are responsible for the monitoring the conduct of customers at their booth. The Piedmont Farm and Food Show will provide staff for an age verification booth and will provide colored armbands to participants of legal age to purchase and consume alcohol.

## III. Booth Requirements:

All farm winery vendors will be provided with one eight foot table and two chairs for their booth area.

Booth Area Information and Needs:

\_\_\_\_\_ Electric hookup needed at booth (available on a limited basis)

\_\_\_\_\_ I wish to sell bottled wine during the Farm and Food Show<sup>1,2</sup>

\_\_\_\_\_ I wish to sell accessory products (openers, winery souvenirs, etc.) during the farm and food show<sup>2</sup>

\_\_\_\_\_ Other Needs: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

<sup>1</sup> Only closed bottles may be sold during the Farm and Food Show

<sup>2</sup> Vendors who sell products are responsible for collecting sales tax on any items sold

Please describe below any planned booth / area layout and activities:

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\_\_\_\_\_

\_\_\_\_\_

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## IV: Sponsorship Levels

In addition to being a participant in the show, all vendors are invited to become a show sponsor. The sponsorship levels are described below.

**Platinum Level:** \$500 + 2 door prizes of \$100 value (total)

- Two eight foot tables in main building and two chairs (double sized booth)
- Press coverage\*
- Name on Farm and Food Show event banners
- Sign for display table
- Sponsor listing in event program & directory
- 5 complimentary tickets to event
- 4 vendor passes

**Gold Level:** \$250 + 2 door prizes of \$50 value (total)

- One eight foot table booth in main building and two chairs
- Press coverage\*
- Sign for table
- Sponsor listing in event program & directory
- 3 complimentary tickets to event
- 3 vendor passes

**Silver Level:** \$100 + 1 door prize of \$25 value

- One eight foot table booth in main building and two chairs
- Sponsor listing in event program & directory
- Press coverage\*
- 2 complimentary tickets to event
- 2 vendor passes

**Participant Level (Farm Winery):** \$200 + 1 door prize of \$10 value

- One eight foot table booths in main building and two chairs
- Participant listing in event program & directory
- 2 vendor passes

*(Please note that all Farm Winery vendors are required to submit payment at the “participant” level. Additional sponsorship level fees are in addition to the participant level fees. )*

*\* Press coverage includes: inclusion of business name in newspaper & radio advertisements, electronic releases, public service announcements and recognition as 2004 sponsors in the pre-publicity for the 2005 event.*

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**Sponsorship Level Desired:** \_\_\_\_\_ **Total Fee enclosed:** \_\_\_\_\_

**(Note: All vendors must sign up for participant level of sponsorship, at a minimum.)**

Please make checks payable to “**Piedmont Farm and Food Show**”

Return this completed application, along with the signed vendor agreement to the Fauquier County Agricultural Development Office no later than July 9<sup>th</sup>, 2004. A \$20 late fee will be assessed to any entries postmarked later than July 9<sup>th</sup>, 2004.

Mail to:      Piedmont Farm and Food Show  
                 c/o Fauquier County Agricultural Development Office  
                 35 Culpeper Street  
                 Warrenton, VA 20186

Office Use Only:

Date Received: \_\_\_\_\_

Application Complete? Y / N

Vendor Agreement Received? Y/ N

Booth Assignment: